THE OEMI AND INSTITUTIONS’ EXPERIENCES IN CAPTURING OUTREACH AND ENGAGEMENT ACTIVITY
Presenters

- Burton Bargerstock, Michigan State University
- David Procter, Kansas State University
- Valerie Paton, Texas Tech University
- Philip Greasley, University of Kentucky
Overview of the OEMI – MSU

- History
- Structure
  - Data on faculty effort
    - Time spent
    - Social issues addressed
    - University strategic imperatives
    - Forms of outreach and engagement
    - Location of intended impact
    - Non-university participants
    - External funding
    - In-kind support
  - Data on specific projects
    - Purposes
    - Methods
    - Involvement of partners, units, and students
    - Impacts on external audiences
    - Impacts on scholarship
    - Creation of intellectual property
    - Duration
    - Evaluation
Overview of the OEMI – MSU (continued)

- Utilization
  - Faculty Activity
  - Programmatic Activity

- Formative vs. Summative

- Grounded scholarship expressed in teaching, research, and service
Piloting the OEMI – Kansas State

• Pilot Methodology

• Campus Buy-in

• Language around Outreach and Engagement
Piloting the OEMI – Kansas State

• Political Capital and Changing Leadership

• Different Constituencies
First-time Implementation of the OEMI across the TTU System

- 6 months prep/3 month administration/6 months analysis/utilization

- Reaching common understanding of

- Tailoring instrument for different campus environments
First-time Implementation of the OEMI across the TTU System

• Utilizing metrics – Institutional and System

• Using data to leverage O & E activities

• Modeling desired behaviors through the assessment process (partnerships, shared visions, valuing others, leveraging)
Four-Years of Institutional Experience at the University of Kentucky

- Bottom line
- Sustainability
The Value of Data

• **Internal**
  – Know what we’re doing and where
  – Partners
  – Hot button issues
  – Value to college reaccreditation
  – Emphasis. What’s counted counts

• **External**
  – What have you done for me lately?
  – State funding
  – Public support
Getting Usable Data

• Projects
• Locations
• Descriptions
• Counties/Legislative districts
• UK contact people
Think Output and Impact

• Make data readily available to the public

• Be visual. Use geographic presentation and density mapping
## University of Kentucky Engagement Activity by County

### Calendar 2008 and the 2008-09 Academic Year

This Table lists the Activities/Projects for "All Colleges". To look at a specific college, choose from the dropdown box and click on the refresh button.

For All Counties use this link: [All Counties](#)

<table>
<thead>
<tr>
<th>Adair</th>
<th>Allen</th>
<th>Anderson</th>
<th>Ballard</th>
<th>Barren</th>
<th>Bath</th>
<th>Bell</th>
<th>Boone</th>
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<tbody>
<tr>
<td>Bourbon</td>
<td>Boyd</td>
<td>Boyle</td>
<td>Bracken</td>
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<td>Breckin</td>
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<td>Clay</td>
<td>Clinton</td>
<td>Crittenden</td>
<td>Cumberland</td>
<td>Davies</td>
<td>Edmonson</td>
<td>Elliott</td>
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<tr>
<td>Estill</td>
<td>Fayette</td>
<td>Fleming</td>
<td>Floyd</td>
<td>Franklin</td>
<td>Fulton</td>
<td>Gallatin</td>
<td>Garrard</td>
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The University of Kentucky is Engaged with the Community in 650 Activities tied to Fayette County

*An asterisk ** indicates that this project impacts all counties*

<table>
<thead>
<tr>
<th>College</th>
<th>Project Name</th>
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<tbody>
<tr>
<td>Agriculture</td>
<td>* 120 Counties into Drupal</td>
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<tr>
<td>Agriculture</td>
<td>* 2008 Kentucky Fruit and Vegetable Growers Conference</td>
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<tr>
<td>Agriculture</td>
<td>* 2008 Kentucky Women in Agriculture Conference</td>
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<tr>
<td>Agriculture</td>
<td>2008 Plant and Soil Sciences Field Day</td>
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<td>Agriculture</td>
<td>4-H GPS/GIS</td>
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<tr>
<td>Agriculture</td>
<td>4-H Speeches and Demonstrations</td>
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<tr>
<td>Agriculture</td>
<td>African Cemetery No. 2 Preservation</td>
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<tr>
<td>Agriculture</td>
<td>Agriculture and Nutrition Awareness</td>
</tr>
<tr>
<td>Agriculture</td>
<td>* Animal Genetic Testing</td>
</tr>
<tr>
<td>Agriculture</td>
<td>* Asia Center co-directorship</td>
</tr>
</tbody>
</table>
**Project Title:**
African Cemetery No. 2 Preservation  

**Project Description:**
Acted as Chair of African Cemetery No. 2, Inc., a non-profit 501C(13) organization devoted to the maintenance and preservation of African Cemetery No. 2 in Lexington as a national historic place, memorial, and urban greenspace.

**Project Outcomes:**
During 2008 the maintenance of the cemetery was substantially improved, landscaping was done, capital repairs were performed, and we were able to conduct several activities in the cemetery as a result of the work.

**College/Department** | **Contact** | **Email Address**
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Agriculture | Mark Coyne | mscoyne00@email.uky.edu

Agriculture URL: [http://ces.ca.uky.edu/ces/](http://ces.ca.uky.edu/ces/)
Concerns and Gains

• Jeopardy in Culture Change
  • Slow institutional progress
  • Jeopardize your career

• The Value of Time
  • Annual recurrence makes it the norm
  • Better quality reports with each cycle
For further information and to request guest accounts for the OEMI demo

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